



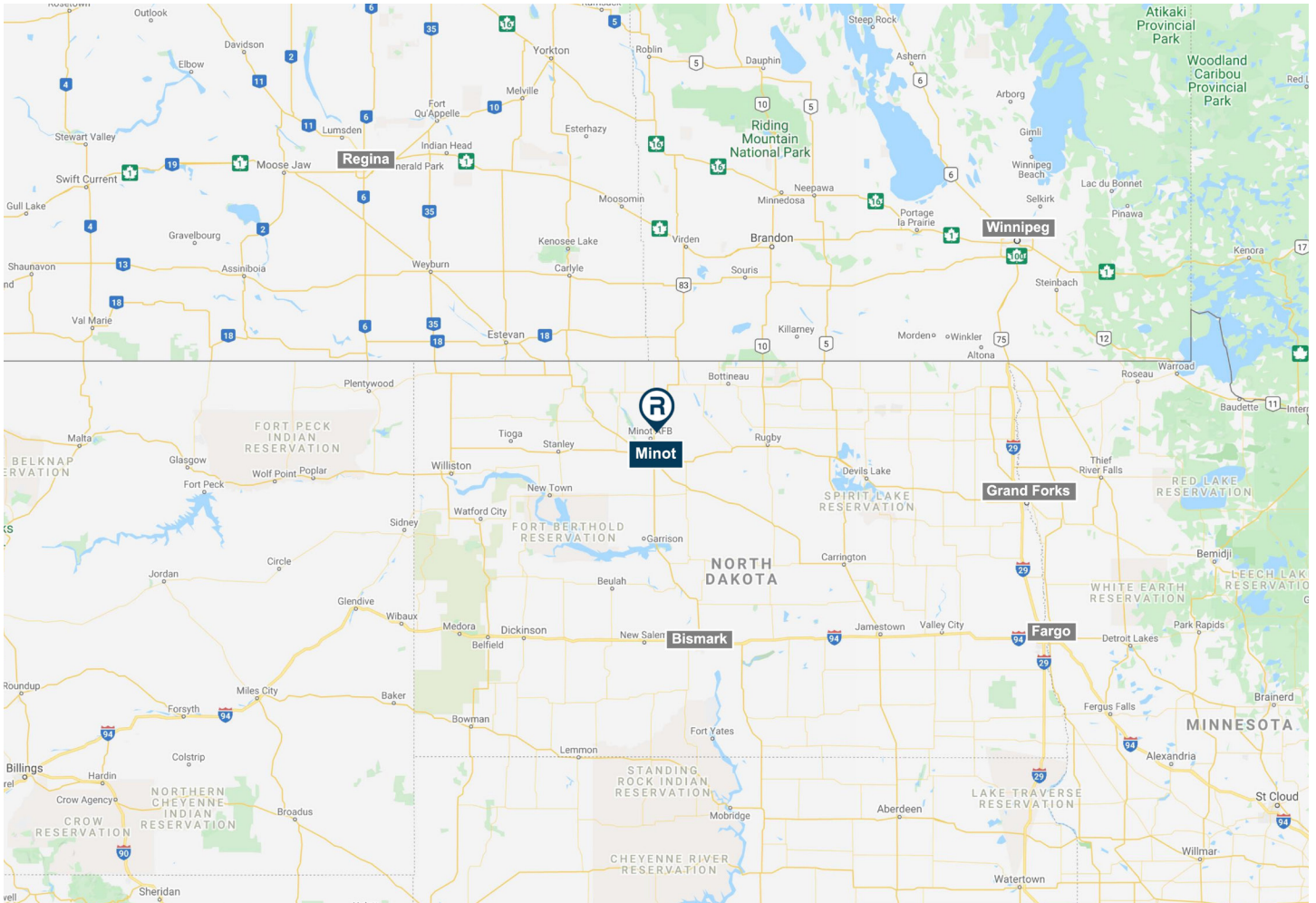
The**Retail**Coach.®

Community Demographic Profile

MINOT, NORTH DAKOTA

Prepared for City of Minot
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Community



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DESCRIPTION	DATA	%
Population		
2026 Projection	53,991	
2021 Estimate	48,466	
2010 Census	40,888	
2000 Census	36,910	
Growth 2021 - 2026		2.28%
Growth 2010 - 2021		18.53%
Growth 2000 - 2010		10.78%
2021 Est. Population by Single-Classification Race	48,466	
White Alone	40,449	83.46%
Black or African American Alone	2,696	5.56%
Amer. Indian and Alaska Native Alone	1,414	2.92%
Asian Alone	1,090	2.25%
Native Hawaiian and Other Pacific Island Alone	90	0.19%
Some Other Race Alone	822	1.70%
Two or More Races	1,906	3.93%
2021 Est. Population by Hispanic or Latino Origin	48,466	
Not Hispanic or Latino	44,916	92.68%
Hispanic or Latino	3,550	7.32%
Mexican	30,380	62.68%
Puerto Rican	6,847	14.13%
Cuban	1,146	2.37%
All Other Hispanic or Latino	10,107	20.85%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	3,550	
White Alone	1,773	49.94%
Black or African American Alone	154	4.33%
American Indian and Alaska Native Alone	239	6.73%
Asian Alone	64	1.81%
Native Hawaiian and Other Pacific Islander Alone	19	0.52%
Some Other Race Alone	794	22.36%
Two or More Races	509	14.34%
2021 Est. Pop by Race, Asian Alone, by Category	1,090	
Chinese, except Taiwanese	31	2.80%
Filipino	435	39.90%
Japanese	16	1.50%
Asian Indian	186	17.10%
Korean	245	22.50%
Vietnamese	23	2.10%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	32	2.90%
All Other Asian Races Including 2+ Category	121	11.10%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	48,466	
Arab	98	0.20%
Czech	101	0.21%
Danish	409	0.84%
Dutch	568	1.17%
English	1,849	3.82%
French (except Basque)	686	1.42%
French Canadian	274	0.57%
German	11,046	22.79%
Greek	209	0.43%
Hungarian	155	0.32%
Irish	2,934	6.05%
Italian	759	1.57%
Lithuanian	16	0.03%
United States or American	695	1.44%
Norwegian	8,568	17.68%
Polish	490	1.01%
Portuguese	14	0.03%
Russian	799	1.65%
Scottish	579	1.20%
Scotch-Irish	293	0.61%
Slovak	18	0.04%
Subsaharan African	235	0.48%
Swedish	1,392	2.87%
Swiss	132	0.27%
Ukrainian	328	0.68%
Welsh	160	0.33%
West Indian (except Hisp. groups)	85	0.18%
Other ancestries	8,207	16.93%
Ancestry Unclassified	7,365	15.20%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	40,542	89.83%
Speak Asian/Pacific Island Language at Home	491	1.09%
Speak IndoEuropean Language at Home	1,043	2.31%
Speak Spanish at Home	2,901	6.43%
Speak Other Language at Home	156	0.35%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	48,466	
Age 0 - 4	3,334	6.88%
Age 5 - 9	3,333	6.88%
Age 10 - 14	3,053	6.30%
Age 15 - 17	1,713	3.53%
Age 18 - 20	2,001	4.13%
Age 21 - 24	2,821	5.82%
Age 25 - 34	8,919	18.40%
Age 35 - 44	6,851	14.14%
Age 45 - 54	4,564	9.42%
Age 55 - 64	4,810	9.93%
Age 65 - 74	3,774	7.79%
Age 75 - 84	2,089	4.31%
Age 85 and over	1,205	2.49%
Age 16 and over	38,185	78.79%
Age 18 and over	37,034	76.41%
Age 21 and over	35,033	72.28%
Age 65 and over	7,067	14.58%
2021 Est. Median Age		33.90
2021 Est. Average Age		37.08
2021 Est. Population by Sex	48,466	
Male	24,931	51.44%
Female	23,535	48.56%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	24,931	
Age 0 - 4	1,701	6.82%
Age 5 - 9	1,690	6.78%
Age 10 - 14	1,528	6.13%
Age 15 - 17	868	3.48%
Age 18 - 20	1,090	4.37%
Age 21 - 24	1,660	6.66%
Age 25 - 34	5,014	20.11%
Age 35 - 44	3,587	14.39%
Age 45 - 54	2,331	9.35%
Age 55 - 64	2,358	9.46%
Age 65 - 74	1,815	7.28%
Age 75 - 84	858	3.44%
Age 85 and over	430	1.72%
2021 Est. Median Age, Male		32.73
2021 Est. Average Age, Male		35.88
2021 Est. Female Population by Age	23,535	
Age 0 - 4	1,633	6.94%
Age 5 - 9	1,643	6.98%
Age 10 - 14	1,526	6.49%
Age 15 - 17	845	3.59%
Age 18 - 20	910	3.87%
Age 21 - 24	1,160	4.93%
Age 25 - 34	3,905	16.59%
Age 35 - 44	3,264	13.87%
Age 45 - 54	2,233	9.49%
Age 55 - 64	2,452	10.42%
Age 65 - 74	1,958	8.32%
Age 75 - 84	1,231	5.23%
Age 85 and over	775	3.29%
2021 Est. Median Age, Female		35.40
2021 Est. Average Age, Female		38.30

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	14,897	38.45%
Males, Never Married	9,403	24.27%
Females, Never Married	5,494	14.18%
Married, Spouse present	16,323	42.13%
Married, Spouse absent	1,401	3.62%
Widowed	1,973	5.09%
Males Widowed	451	1.17%
Females Widowed	1,522	3.93%
Divorced	4,152	10.72%
Males Divorced	1,667	4.30%
Females Divorced	2,485	6.41%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,421	4.4%
Some High School, no diploma	1,496	4.6%
High School Graduate (or GED)	9,639	29.9%
Some College, no degree	6,401	19.9%
Associate Degree	3,730	11.6%
Bachelor's Degree	7,037	21.8%
Master's Degree	1,714	5.3%
Professional School Degree	533	1.7%
Doctorate Degree	242	0.8%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	388	21.91%
High School Graduate	455	25.71%
Some College or Associate's Degree	435	24.61%
Bachelor's Degree or Higher	491	27.77%
Households		
2026 Projection	20,602	
2021 Estimate	19,833	
2010 Census	17,974	
2000 Census	15,731	
Growth 2021 - 2026		3.88%
Growth 2010 - 2021		10.34%
Growth 2000 - 2010		14.26%
2021 Est. Households by Household Type	19,833	
Family Households	11,320	57.08%
Nonfamily Households	8,513	42.92%
2021 Est. Group Quarters Population	1,404	
2021 Households by Ethnicity, Hispanic/Latino	1,164	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	19,833	
Income < \$15,000	2,768	13.96%
Income \$15,000 - \$24,999	1,694	8.54%
Income \$25,000 - \$34,999	1,631	8.22%
Income \$35,000 - \$49,999	2,525	12.73%
Income \$50,000 - \$74,999	3,900	19.66%
Income \$75,000 - \$99,999	2,724	13.74%
Income \$100,000 - \$124,999	1,858	9.37%
Income \$125,000 - \$149,999	1,075	5.42%
Income \$150,000 - \$199,999	887	4.47%
Income \$200,000 - \$249,999	289	1.46%
Income \$250,000 - \$499,999	391	1.97%
Income \$500,000+	91	0.46%
2021 Est. Average Household Income		\$73,557
2021 Est. Median Household Income		\$57,847
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$59,557
Black or African American Alone		\$46,104
American Indian and Alaska Native Alone		\$30,216
Asian Alone		\$69,501
Native Hawaiian and Other Pacific Islander Alone		\$17,236
Some Other Race Alone		\$10,828
Two or More Races		\$49,411
Hispanic or Latino		\$43,968
Not Hispanic or Latino		\$58,750
2021 Est. Family HH Type by Presence of Own Child.	11,320	
Married-Couple Family, own children	3,270	28.89%
Married-Couple Family, no own children	5,325	47.04%
Male Householder, own children	450	3.98%
Male Householder, no own children	363	3.21%
Female Householder, own children	1,294	11.43%
Female Householder, no own children	617	5.45%
2021 Est. Households by Household Size	19,833	
1-person	7,053	35.56%
2-person	6,998	35.29%
3-person	2,739	13.81%
4-person	1,899	9.58%
5-person	796	4.01%
6-person	259	1.31%
7-or-more-person	89	0.45%
2021 Est. Average Household Size		2.17

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	19,833	
Households with 1 or More People under Age 18:	5,327	26.86%
Married-Couple Family	3,404	63.90%
Other Family, Male Householder	476	8.94%
Other Family, Female Householder	1,380	25.91%
Nonfamily, Male Householder	52	0.98%
Nonfamily, Female Householder	15	0.28%
Households with No People under Age 18:	14,506	73.14%
Married-Couple Family	5,191	35.79%
Other Family, Male Householder	332	2.29%
Other Family, Female Householder	531	3.66%
Nonfamily, Male Householder	4,233	29.18%
Nonfamily, Female Householder	4,219	29.09%
2021 Est. Households by Number of Vehicles	19,833	
No Vehicles	1,309	6.60%
1 Vehicle	6,533	32.94%
2 Vehicles	7,572	38.18%
3 Vehicles	3,193	16.10%
4 Vehicles	733	3.70%
5 or more Vehicles	493	2.49%
2021 Est. Average Number of Vehicles		1.87
Family Households		
2026 Projection	11,781	
2021 Estimate	11,320	
2010 Census	10,087	
2000 Census	9,467	
Growth 2021 - 2026		4.07%
Growth 2010 - 2021		12.22%
Growth 2000 - 2010		6.55%
2021 Est. Families by Poverty Status	11,320	
2021 Families at or Above Poverty	10,759	95.04%
2021 Families at or Above Poverty with Children	4,896	43.25%
2021 Families Below Poverty	561	4.96%
2021 Families Below Poverty with Children	475	4.20%
2021 Est. Pop 16+ by Employment Status	38,185	
Civilian Labor Force, Employed	25,164	65.90%
Civilian Labor Force, Unemployed	780	2.04%
Armed Forces	1,568	4.11%
Not in Labor Force	10,673	27.95%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	27,512	
For-Profit Private Workers	18,942	68.85%
Non-Profit Private Workers	2,307	8.38%
Local Government Workers	868	3.16%
State Government Workers	1,430	5.20%
Federal Government Workers	1,989	7.23%
Self-Employed Workers	1,918	6.97%
Unpaid Family Workers	57	0.21%
2021 Est. Civ. Employed Pop 16+ by Occupation	27,512	
Architect/Engineer	170	0.62%
Arts/Entertainment/Sports	500	1.82%
Building Grounds Maintenance	1,079	3.92%
Business/Financial Operations	1,324	4.81%
Community/Social Services	308	1.12%
Computer/Mathematical	589	2.14%
Construction/Extraction	1,538	5.59%
Education/Training/Library	1,736	6.31%
Farming/Fishing/Forestry	123	0.45%
Food Prep/Serving	1,607	5.84%
Health Practitioner/Technician	1,426	5.18%
Healthcare Support	1,035	3.76%
Maintenance Repair	1,403	5.10%
Legal	105	0.38%
Life/Physical/Social Science	288	1.05%
Management	2,546	9.25%
Office/Admin. Support	3,314	12.05%
Production	794	2.89%
Protective Services	703	2.56%
Sales/Related	2,715	9.87%
Personal Care/Service	1,165	4.23%
Transportation/Moving	3,045	11.07%
2021 Est. Pop 16+ by Occupation Classification	27,512	
White Collar	15,019	54.59%
Blue Collar	6,781	24.65%
Service and Farm	5,712	20.76%
2021 Est. Workers Age 16+ by Transp. to Work	27,512	
Drove Alone	23,088	83.92%
Car Pooled	2,770	10.07%
Public Transportation	177	0.64%
Walked	490	1.78%
Bicycle	2	0.01%
Other Means	180	0.66%
Worked at Home	804	2.92%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	14,533	52.82%
15 - 29 Minutes	8,613	31.30%
30 - 44 Minutes	1,672	6.08%
45 - 59 Minutes	631	2.29%
60 or more Minutes	2,063	7.50%
2021 Est. Avg Travel Time to Work in Minutes		21
2021 Est. Occupied Housing Units by Tenure	19,833	
Owner Occupied	12,098	61.00%
Renter Occupied	7,735	39.00%
2021 Owner Occ. HUs: Avg. Length of Residence		14.64
2021 Renter Occ. HUs: Avg. Length of Residence		5.72
2021 Est. Owner-Occupied Housing Units by Value	12,098	
Value Less than \$20,000	755	6.24%
Value \$20,000 - \$39,999	271	2.24%
Value \$40,000 - \$59,999	306	2.53%
Value \$60,000 - \$79,999	131	1.08%
Value \$80,000 - \$99,999	437	3.61%
Value \$100,000 - \$149,999	1,381	11.42%
Value \$150,000 - \$199,999	2,029	16.77%
Value \$200,000 - \$299,999	4,057	33.54%
Value \$300,000 - \$399,999	1,616	13.36%
Value \$400,000 - \$499,999	712	5.89%
Value \$500,000 - \$749,999	325	2.69%
Value \$750,000 - \$999,999	46	0.38%
Value \$1,000,000 or \$1,499,999	18	0.15%
Value \$1,500,000 or \$1,999,999	3	0.03%
Value \$2,000,000+	10	0.08%
2021 Est. Median All Owner-Occupied Housing Value		\$216,833
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	9,443	47.61%
1 Unit Attached	1,376	6.94%
2 Units	726	3.66%
3 or 4 Units	1,652	8.33%
5 to 19 Units	2,255	11.37%
20 to 49 Units	1,944	9.80%
50 or More Units	1,042	5.26%
Mobile Home or Trailer	1,396	7.04%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,591	13.06%
Housing Units Built 2010 to 2014	2,668	13.45%
Housing Units Built 2000 to 2009	2,190	11.04%
Housing Units Built 1990 to 1999	1,720	8.67%
Housing Units Built 1980 to 1989	1,569	7.91%
Housing Units Built 1970 to 1979	3,221	16.24%
Housing Units Built 1960 to 1969	1,873	9.44%
Housing Units Built 1950 to 1959	1,841	9.28%
Housing Units Built 1940 to 1949	723	3.65%
Housing Unit Built 1939 or Earlier	1,438	7.25%
2021 Est. Median Year Structure Built		1985

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



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ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

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